



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**8:00 a.m., Tuesday, September 19, 2017**

**Kiva Forum-City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, Arizona 85251**

**Notice and Agenda**

**1. Call to Order/Roll Call**

David Scholefield, Chairperson

Linda Dillenbeck, Vice-Chairperson

Camille Hill

Carl Grupp

Frank Ashmore

Ken McKenzie

David Winter

**2. Approval of Minutes**

Commission discussion and action to approve the August 10, 2017 joint work study session minutes and the August 15, 2017 regular meeting minutes.

**3. Desert Edge Concept**

Presentation, commission discussion and possible recommendation regarding Desert Edge concept, business plan and allocation of Tourism Development Funds in support of the Desert Edge concept.

Presenter: Sam Campana, Executive Director DDCS, Consultants DDCS

Staff Contact: Steve Geiogamah

**4. Off Road Expo Event New Event Funding**

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of \$75,000 in support of a 2018 Off Road Expo event funding agreement.

Presenter: Matthew Louck, Off Road Expo

Staff Contact: Steve Geiogamah, Tourism Development Manager

**5. Museum of the West**

Staff update regarding Museum of the West operations and marketing efforts and discussion and possible recommendation regarding use of \$500,000 of Tourism Development Funds toward an education program.

Presenter: Mike Fox, Director Museum of the West

Staff Contact: Karen Churchard, Tourism & Events Director



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

**6. WestWorld Project**

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Funds for WestWorld improvements to support the 2018 Barrett Jackson Auction and other events.

Presenter: Brian Dygert, WestWorld General Manager

Staff Contact: Steve Geiogamah

**7. Event Funding Program Recommendations**

Commission discussion and recommendations on the following applications for event funding:

- a. Greater Phoenix Jewish Film Festival
- b. Asian Festival
- c. Triple Crown – Baseball Tournaments
- d. Barret Jackson Car Auction

Staff Contact: Steve Geiogamah

**8. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Smith Travel Report
- e. Program Updates

Staff Contact: Steve Geiogamah

**9. Public Comment**

The public may address the Commission regarding any issue within the Commission's purview. If you wish to address the Commission, please complete a comment card and provide it to the Chair or to a staff member. Speakers are limited to three minutes during Public Comment time. Arizona State law prohibits the Commission from discussing or taking action on an item that is not on the prepared agenda. In addition, the Chair may invite comments from the public on any agenda item.

**10. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**Adjournment**

**Next scheduled regular meeting is October 17, 2017**



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